



**Press Release**

***– We Know Irish life - We are Irish Life –***

**Irish Life launches New Brand Campaign to Celebrate 75 Years in Business in Ireland**

- **Over half of Irish parents think their kids are smarter than the average child**
- **73% of Irish people have asked a taxi driver 'is it busy tonight'**
- **Just one in five Irish people are friends with their Mammy on Facebook**
- **One in five have packed Irish sausages in luggage when travelling**

6<sup>th</sup> October, 2014 – Irish Life, Ireland's largest life insurance and pension company, today announced research findings<sup>1</sup> at the launch of its new brand campaign, which celebrates 75 years in business. The campaign, which will include TV, radio, print, outdoor and online advertising, is entitled *We Know Irish life – We are Irish Life*, and features 75 humorous and insightful facts which will strike a chord with generations of people living in Ireland.

With over one million customers and 75 years of doing business in Ireland, Irish Life has a deep understanding of Irish people and their needs, and is best positioned to help them plan for their financial futures. The new brand campaign demonstrates this understanding in a humorous and engaging way.

Covering all aspects of life in Ireland both past and present, below are just 20 of the 75 statistics and facts which were unveiled by the research and will feature in the new campaign:

- More than one in five Irish people (21%) have packed sausages in their luggage when going on holidays
- 94% of Irish people have thanked the bus driver
- Just 5% had their first kiss in the Gaeltacht

- 40% of Irish people look at someone's social media before they go on a date
- 34% hide people's news feeds when they post too many pictures of their pets/babies
- 24% of Irish people have tried online dating
- Just one in five Irish people are friends with their Mammy on Facebook
- Over half (54%) make tea if there's a crisis
- 80% of Irish people have eaten a crisp sandwich
- Over half (55%) can pull a pint
- Over one in ten (13%) Irish people have an embarrassing middle name
- Over half (54%) of Irish parents think the kids in their family are smarter than the average children
- 29% of Irish people have been to Copper Faced Jacks (AKA Coppers) in Dublin
- 40% of Irish people have a tin whistle in the house
- Just 39% of Irish people say they have had 'the fear'
- Almost one in five (18%) Irish people feel like they know Anne Doyle
- 40% of Irish people have clapped when a plane has landed
- 73% of Irish people have asked a taxi driver 'is it busy tonight'
- More than one in four (26%) Irish people still have their first teddy bear
- One in five Irish people (20%) will never wear the colour of their school uniform again

The research also revealed that the current mood of the nation is quite mixed with regard to living in Ireland, 15% say that they are anxious, 6% are angry, 12% are pessimistic but nearly one in five (17%) say they are optimistic.

Speaking at the launch of the new brand campaign, Karl Symes, Head of Marketing Communications at Irish Life said: "We are very proud to be celebrating 75 years in business in Ireland, it's a fantastic milestone for the company and for the people who work here, however we're more excited about looking forward to the future."

He added: "Since the beginning of our business, there have been enormous changes in Ireland, both in social and economic terms. Through these changes, we have always strived to provide people in Ireland with the products and services that can help them plan confidently for the future. While the last few years have been challenging for everyone, we believe that the future looks good not just for Irish Life, but for Ireland."

For more information on Irish Life and to view a full list of products available, visit [www.irishlife.ie](http://www.irishlife.ie)

<sup>1</sup> Coyne Omnibus Research of 1,000 adults in September 2014.

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**About Irish Life:**

Established in 1939, Irish Life is Ireland's leading provider of pensions, investments and life insurance. Since July 2013 Irish Life has been part of the Great-West Lifeco group of companies, one of the world's leading life assurance organisations.

Irish Life is committed to delivering innovative products backed by the highest standards of customer service and, as part of Great-West, has access to experience and expertise on a global scale, allowing the company to continuously enhance its leading range of products and services.